

Claims

Please amend the claims as set forth below.

1-4. (Previously canceled)

5-7. (Cancel)

8. (New) A method of displaying information on a display screen associated with a client computer that is operated by a user, the method comprising the acts of:

(a) receiving a search query as input from the user;

(b) processing the search query to identify a plurality of search documents that are likely to be of interest to the user, as defined by the search query;

(c) retrieving a first document over the network, wherein the first document includes a link to a second document and a link to a third document, wherein the second document and the third document are both search documents that satisfy the query;

(d) displaying the first document on the display screen for the user;

(e) retrieving information over the network from the second document while the user is viewing the first document on the display screen, and before the user inputs a request to display the second document, wherein the information from the second document is retrieved in anticipation of the user requesting that the second document be displayed, and wherein the information from the second document is stored in local storage;

(f) retrieving information over the network from the third document while the user is viewing the first document on the display screen, and before the user inputs a request to display the third document, wherein the information from the third document is retrieved in anticipation of the user requesting that the third document be displayed, and wherein the information from the third document is stored in local storage;

(g) monitoring input from the user;

(h) detecting that the user has requested that the second document be displayed;

(i) upon detecting that the user has requested that the second document be displayed, displaying the second document in a document display window on the display screen, wherein

the second document is displayed by retrieving at least a portion of the second document from local storage so that the second document is displayed more quickly than if the entire second document was retrieved over the network following the user's request that the second document be displayed; and

(j) displaying an advertisement in a secondary area within the document display window, wherein the secondary area is integrated into the document display window and is not a separable window on the display screen, wherein the advertisement is not part of the second document and is not embedded within the second document, and wherein the advertisement is targeted to users viewing the second document, but wherein the advertisement is not published by the publisher of the second document.

9. (New) The method of claim 8, wherein the act of processing the search query includes the act of:

ordering the plurality of search documents by an ordering characteristic that is defined by the relevance of the search documents to the search query, and wherein the second document is the search document that is most relevant to the search query.

10. (New) The method of claim 9, wherein the act of processing the search query includes the act of:

determining that the user is more likely to request that the second document be displayed than another one of the plurality of search documents.

11. (New) The method of claim 8, further comprising the act of:

displaying a display element near the link to the second document that indicates that the second document is being retrieved over the network before the user inputs a request to display the second document.

12. (New) The method of claim 11, further comprising the act of:

changing the appearance of the display element near the link to the second document when the second document has been retrieved over the network before the user inputs a request to display the second document.

13. (New) A method of displaying information on a display screen associated with a client computer that is operated by a user, the method comprising the acts of:

(a) displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document is published by a first entity;

(b) detecting that a document published by the first entity is being displayed on the display screen associated with the client computer;

(c) upon detecting that a document published by the first entity is being displayed on the display screen associated with the client computer, determining whether to display supplemental information for the first document;

(d) automatically placing a first advertisement on the display screen, wherein the first advertisement is not part of the first document, and is not included or embedded within the first document, and wherein the first advertisement is targeted to users viewing subject matter of the type published by the first entity, but wherein the first advertisement is published by an entity that is different than the first entity;

(e) monitoring the user's interaction with the client computer;

(f) detecting that the user wishes to display a second document in the web browser window;

(g) displaying the second document in the web browser window on the display screen associated with the client computer, wherein the second document is published by a second entity;

(h) detecting that a document published by the second entity is being displayed on the display screen associated with the client computer; and

(i) upon detecting that a document published by the second entity is being displayed on the display screen associated with the client computer, determining whether to display supplemental information for the second document.

14. (New) The method of claim 13, further comprising the act of:

(j) upon determining whether to display supplemental information for the second document, deciding that supplemental information for the second document is not to be displayed.

15. (New) The method of claim 14, wherein the act of automatically placing a first advertisement on the display screen includes the act of:

placing a first advertisement in a supplemental information window, wherein the supplemental information window is separate from and not part of the web browser window.

16. (New) The method of claim 15, wherein the act of automatically placing a first advertisement on the display screen further includes the act of:

placing a first advertisement in a supplemental information window having outer borders that appear substantially the same as the web browser window.

17. (New) The method of claim 16, wherein the act of automatically placing a first advertisement on the display screen further includes the act of:

placing a first advertisement in a supplemental information window having a title bar, and including text within the title bar that identifies the source of the content of the supplemental information window.

18. (New) The method of claim 15, wherein the act of automatically placing a first advertisement on the display screen further includes the act of:

placing a first advertisement in a supplemental information window and including within the supplemental information window a visual indication that identifies the content within the supplemental information window as supplemental information associated with a document displayed in the web browser window.

19. (New) The method of claim 18, wherein the act of automatically placing a first advertisement on the display screen further includes the act of:

placing a first advertisement in a supplemental information window that displays only the visual indication and the first advertisement.

20. (New) A method of displaying information on a display screen using a web browser application that is executing on a client computer operated by a user, the method comprising the acts of:

(a) displaying a web browser window that is controlled by the web browser application, and included within the web browser window is a primary area and a secondary area, wherein the primary area and the secondary area are both integrated into the web browser window in such a way that the secondary area is capable of being closed by the user, and is retrievable again through a menu selection;

(b) displaying a first document in the primary area within the web browser window, wherein the first document is published by a first entity;

(c) displaying a first advertisement in the secondary area within the web browser window, wherein the first advertisement is not part of the first document and is not embedded within the first document;

(d) monitoring the user's interaction with the web browser window;

(e) detecting that the user wishes to display a second document on the display screen;

(f) displaying the second document in the primary area within the web browser window, wherein the second document is published by a second entity; and

(g) upon displaying the second document in the primary area within the web browser window, automatically displaying a second advertisement in the secondary area within the web browser window, wherein the second advertisement is not part of the second document and is not embedded within the second document, and wherein the second advertisement is retrieved from a server that is not related to the server from which the second document is retrieved, and wherein the second advertisement is targeted to users viewing a document published by the second entity, but wherein the second advertisement is not published by the publisher of the second document, and

wherein the primary area within the web browser window and the secondary area within the web browser window are displayed simultaneously on the display screen so that the second

advertisement is seen by the user in the secondary area for at least a portion of the time that the second document is displayed in the primary area of the web browser window.

21. (New) The method of claim 20, wherein the act of automatically displaying a second advertisement in the secondary area includes the act of:
scrolling a textual advertisement within the secondary area.

22. (New) The method of claim 20, wherein the act of automatically displaying a second advertisement in the secondary area includes the act of:
displaying a graphical advertisement within the secondary area.

23. (New) The method of claim 20, wherein the act of automatically displaying a second advertisement in the secondary area includes the act of:
displaying a plurality of advertisements within the secondary area, and rotating then them through the secondary area.